

ORDER



Orders
Order / Rev: 724400
Alt Order #: 06392692
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 351
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/23/12 / 10/29/12
Order Type: Political

WFMY-TV
Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Romney, M/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	27	\$7,990.00	\$6,791.50
10/29/12	10/30/12	21	\$6,450.00	\$5,482.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	27	\$7,990.00	\$6,791.50	0.00
November 2012	21	\$6,450.00	\$5,482.50	0.00
Totals	48	\$14,440.00	\$12,274.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	10/29/12	10/30/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	MT-----	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$200.00		0.00			
E 2	WFMY	10/24/12	10/26/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	--WTF--	:30	3	\$130.00	P-3	0.00	NM	3	\$390.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$130.00		0.00			
E 3	WFMY	10/29/12	10/30/12	CBS This Morning CBS This Morning	CM	8-10a	MT-----	:30	2	\$100.00	P-2	0.00	NM	2	\$200.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$100.00		0.00			
E 4	WFMY	10/29/12	10/30/12	M-F 10-11a M-F 10-11a	CM	10-11a	MT-----	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$75.00		0.00			
E 5	WFMY	10/24/12	10/26/12	M-F 10-11a M-F 10-11a	CM	10-11a	--WTF--	:30	3	\$75.00	P-3	0.00	NM	3	\$225.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WFMY	10/24/12	10/26/12	M-F 10-11a M-F 10-11a	CM	10-11a	--WTF--	:30	3	\$75.00	P-3	0.00	NM	3	\$225.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$75.00		0.00			
E 6	WFMY	10/29/12	10/30/12	Price Is Right Price Is Right	CM	11a-12p	MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$400.00		0.00			
E 7	WFMY	10/24/12	10/25/12	Price Is Right Price Is Right	CM	11a-12p	--WT---	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WT---					2	\$225.00		0.00			
E 8	WFMY	10/24/12	10/25/12	News2 at Noon News2 at Noon	CM	12-1230p	--WT---	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WT---					2	\$200.00		0.00			
E 9	WFMY	10/29/12	10/30/12	News2 at Noon News2 at Noon	CM	12-1230p	MT-----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$350.00		0.00			
E 10	WFMY	10/24/12	10/25/12	M-F CBS Soaps M-F CBS Soaps	CM	1230-2p	--WT---	:30	2	\$275.00	P-2	0.00	NM	2	\$550.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WT---					2	\$275.00		0.00			
E 11	WFMY	10/29/12	10/30/12	M-F 2-3p The Talk	CM	2-3p	MT-----	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$150.00		0.00			
E 12	WFMY	10/24/12	10/25/12	M-F 2-3p The Talk	CM	2-3p	--WT---	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WT---					2	\$150.00		0.00			
E 13	WFMY	10/29/12	10/30/12	News 2 at 5 News 2 at 5	CM	5-530p	MT-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$350.00		0.00			
E 14	WFMY	10/29/12	10/29/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$350.00		0.00			
E 15	WFMY	10/24/12	10/25/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p	--WT---	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WT---					2	\$350.00		0.00			
E 16	WFMY	10/29/12	10/30/12	News 2 at 6 News 2 at 6	CM	6-630p	MT-----	:30	2	\$525.00	P-2	0.00	NM	2	\$1,050.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$525.00		0.00			
E 17	WFMY	10/24/12	10/26/12	News 2 at 6 News 2 at 6	CM	6-630p	--WTF--	:30	3	\$525.00	P-2	0.00	NM	3	\$1,575.00

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$525.00		0.00			
E 18	WFMY	10/29/12	10/30/12	PA (M-F) PA (M-F)	CM	7-8p	MT-----	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$550.00		0.00			
E 19	WFMY	10/24/12	10/26/12	PA (M-F) PA (M-F)	CM	7-8p	--WTF--	:30	3	\$550.00	P-2	0.00	NM	3	\$1,650.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$550.00		0.00			
E 20	WFMY	10/29/12	10/30/12	News 2 at 11 News 2 at 11	CM	11-1135p	MT-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$350.00		0.00			
E 21	WFMY	10/24/12	10/26/12	News 2 at 11 News 2 at 11	CM	11-1135p	--WTF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$350.00		0.00			
E 22	WFMY	10/27/12	10/27/12	PA (Sa) PA (Sa)	CM	7-8p	-----S-	:30	1	\$150.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$150.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WFMY	10/22/12-10/28/12		PA (Sa)	7-8p		-----Sa--	:30		(\$150.00)		0.00	NM		
Unresolved															
[Recon Preempt] College Football Blitz overrun															
E 23	WFMY	10/27/12	10/27/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$350.00		0.00			
E 24	WFMY	10/28/12	10/28/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$350.00		0.00			
													Totals	48	\$14,440.00